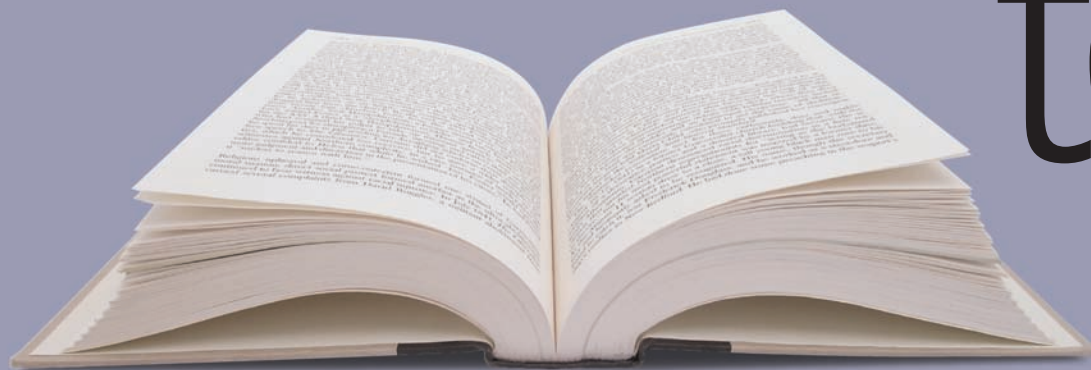


What's the right typeface for text?



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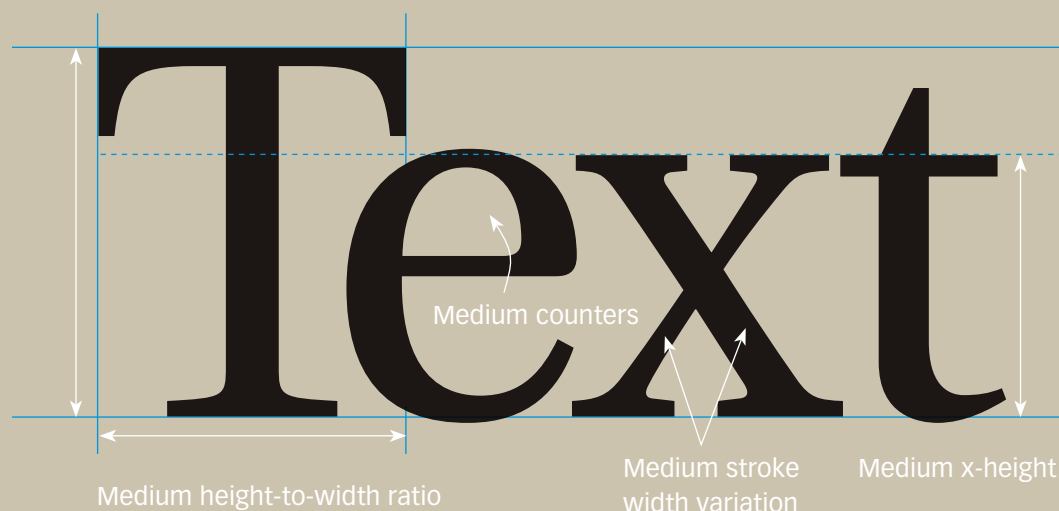
How to choose a typeface for clear, easy reading over long distances. *Continued* ▶

What's the right typeface for text?

For text that's smooth, clear and readable, the operative word is *medium*

Text type is more common than any other. Text makes up the acres of gray in books, magazines, reports, and hundreds of other documents. When *reading* is the primary goal, it's the designer's job to ensure that the text is smooth, flowing and pleasant to read. The hallmarks of good text type are *legibility* and *readability*. Legibility refers to clarity; it's how readily one letter can be distinguished from all others. Readability refers to how well letters interact to compose words, sentences and paragraphs. When evaluating the choices, the operative word is *medium*.

An example of *medium* is [Utopia](#).





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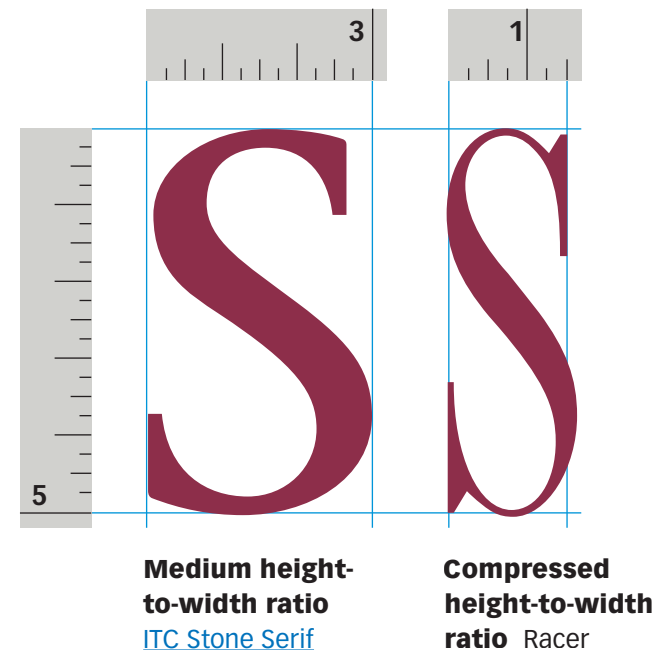
Widely varying widths [Futura Light](#)



Similar widths [Times New Roman](#)

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Medium x-heights



[Cochin](#)

[Times New Roman](#)

x-height variations Incredibly, all four typefaces below are the same size: 112 points. For text, avoid the extreme on each end.



[Vectora](#)

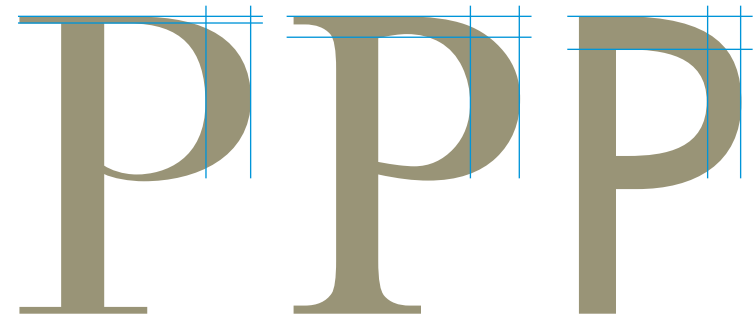
[Utopia](#)

[Adobe
Caslon](#)

[CG Bernhard
Fashion](#)

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Too different
[Bauer Bodoni](#)

Medium difference
[Times New Roman](#)

No difference
[Futura Medium](#)

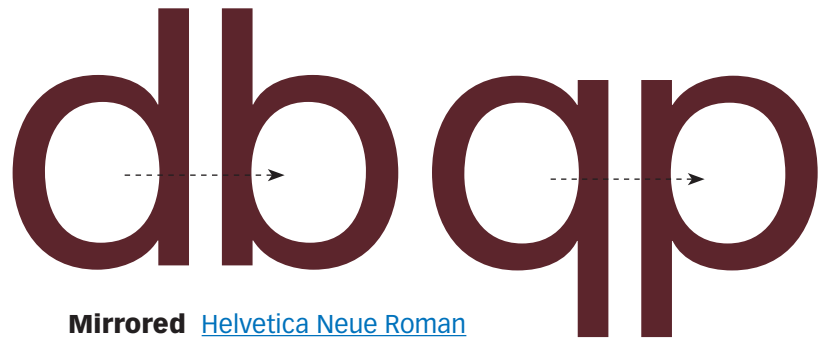
Bauer Bodoni | Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. I have lot to say. Why? Elesara

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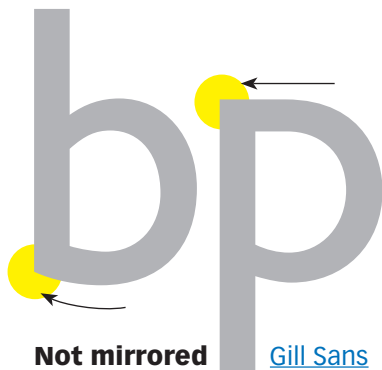


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Mirrored [Helvetica Neue Roman](#)



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Overlarge counters
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Before & After magazine

323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

Fax 916-784-3995

E-mail mailbox@bamagazine.com

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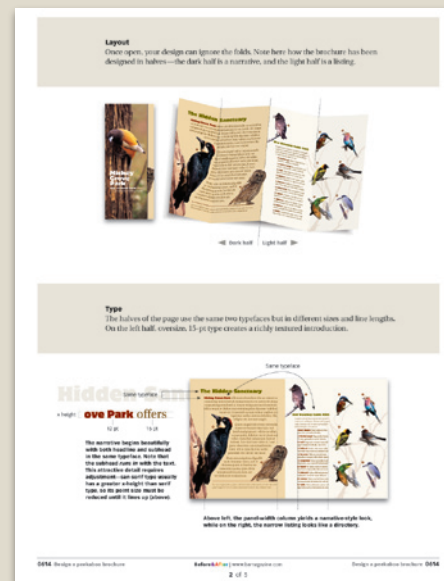


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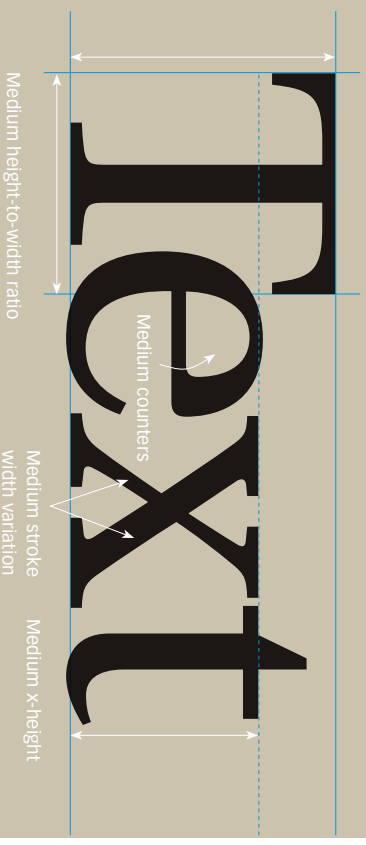
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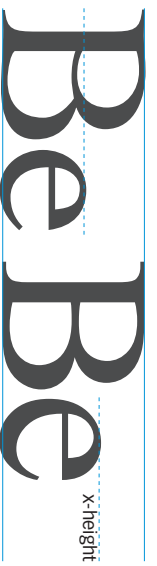


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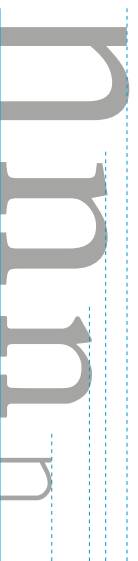
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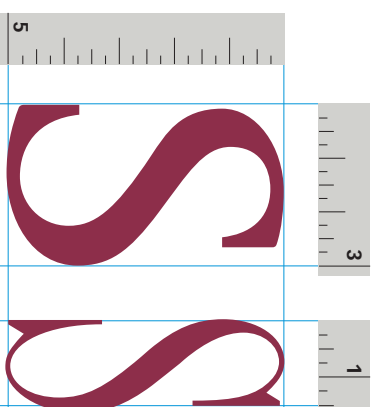
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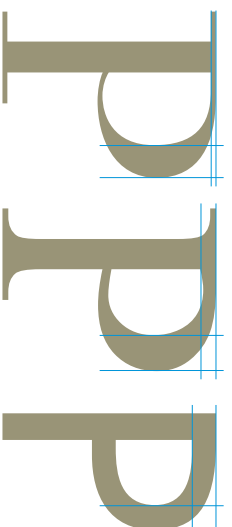


Medium height-to-width ratio
ITC Stone Serif

Compressed height-to-width ratio
Racer

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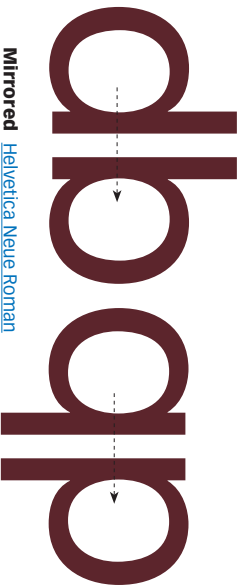
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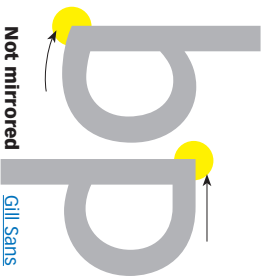
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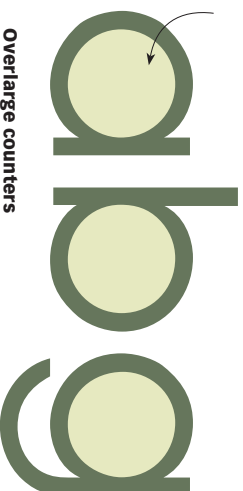
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323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

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